

22nd TOKYO INTERNATIONAL FILM FESTIVAL

【22nd Edition: October 17th (Sat) - 25th (Sun), 2009】

News Letter

July 1, 2009

New Initiatives for the 22nd TIFF

As one of the biggest film festivals in Asia - the 22nd Edition of Tokyo International Film Festival (TIFF) will be held from October 17th (Sat) to October 25th (Sun), 2009 at the center of Tokyo, together with the rapidly growing entertainment multi-content business market TIFFCOM which to be held again from 20th (Tue) to 22nd (Thu) during the festival.

Tokyo Goes Green, Takes “Action! for Earth”

Tokyo International Film Festival (TIFF) - TIFF is the first film festival in the world to take up “Ecology” as the major theme. To symbolize its commitment to this theme, a “green carpet” was unrolled instead of the traditional red one at the spectacular Opening Ceremony. TIFF will continue the Green Carpet, and present various innovative approaches in line with the theme of Ecology in 2009.

The festival will screen excellent films in the main programs; the traditional “Competition,” which draws worldwide notice; “Special Screenings”, where highly entertaining works that have yet to be released are collected under one roof; “Winds of Asia-Middle East” that anticipates new trends in Asian culture; and “Japanese Eyes” that focuses on the new appeal of Japanese movies.

Applications for public participation in the Competition section will be accepted until **July 15th**. Entries must be 35 mm feature-length pictures longer than 60 minutes that were completed after January 1, 2009.

More information: TIFF official website (www.tiff-jp.net). For inquiries: E-mail (competition2009@tiff-jp.net).

The Official Poster Visual of the 22nd TIFF

“Films. The power to change our world.”

The 22nd TIFF unveiled its official poster visual. To emphasize the ecological awareness – filmmakers, the film community, and film fans share a clear and common desire to “love the earth” – the TIFF has redesigned the official poster and created a new message for the 22nd TIFF. The green Earth on the official poster represents the circle of unity that binds the Earth, human-beings, and films, while the new message encourages filmmakers and film fans to take “Action for Earth” so that more people will become aware of “green” issues and use the imagination and power of films to help keep the Earth healthy for future generations.



The Sponsors of the 22nd TIFF

Special Partner: TOYOTA MOTOR CORPORATION

Official Partners: KINOSHITA CORPORATION.,LTD
Coca-Cola (Japan) Company, Limited
FUJISOFT INCORPORATED

TIFF is honored to announce our partners 2009 at this early moment. We aspire to collaborate with these partners for the various initiatives in line with the theme of “Ecology,” and a big success for the 22nd edition of TIFF.

Establishment of the Green Carpet Club

The 22nd TIFF established the Green Carpet Club (GCC) on May 15th, 2009, in order to further develop TIFF's

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ecological and green initiatives for cineastes, film fans, and the future for the next generation.

We will enlist advocates of our efforts as GCC members, and convey their messages to film fans around the globe via our official website. For details of the GCC activities for the 2009 campaign will be announced at the website.

(www.tiff-jp.net/gcc_en/)

【Concept/Vision】

With the supports of filmmakers and film fans from around the world, the GCC will promote green activities that will help to preserve the natural environment of the Earth and maintain a sustainable society. The GCC will make the utmost effort to ensure a healthy environment for the next generation.

【Purpose】

1. Promote green activities:

Implement green activities at the Tokyo International Film Festival.

2. Increase awareness:

Through the TIFF, raise awareness of the importance of protecting our environment and preserving natural resources for the next generation.

3. Network of supporters:

To provide filmmakers and film fans with a deeper understanding of our environment.

To expand this network of people who love films from around the world.

Please join us and help the GCC send a “green” message to the world through the power of films, by returning to rsvp@tiff-jp.net after filling in the below column.

Will join the GCC.

Will not join the GCC.

Name:

Email:

Comment:

For further inquiries or information for the 22nd TIFF, please contact Mr. Ryuta Hattori (International Communications / TIFF) ,URL: www.tiff-jp.net